in the database as a movie, the format including at least one of MPEG, QTM, and AVI.

66.   (Original) A computer readable medium having computer-executable instructions for performing the methods recited in Claim 43.

67.   (Currently Amended) A method for enabling a product associated with an image to be ordered over a network, comprising:

        (a)   displaying a representation of the product in response to receiving contextual interaction information, the product being associated with information indicating each image that is available for use with the product, wherein the product is available to display a representation of each image;

        (b)   in response to selecting the displayed representation of the product, automatically employing the information associated with the product to display at least a portion of the images available for use with the product; and

        (c)   if the image is selected, enabling the product available for use with the image to be ordered by a user.;

        (d)   if a current user is a repeat user, the repeat user having a previously assigned permanent identifier, adding behavior information for the current user to a previously stored profile associated with the repeat user and changing a temporary identifier for the current user to the permanent identifier assigned to the repeat user; and

        (e)   if a current user is a new user, storing behavior information for the current user in a new profile associated with the current user and changing the temporary identifier to another permanent identifier assigned to the current user.

68.   (Currently Amended) A system for placing an order for a product associated with an image over a network, comprising:

        (a)   a server for implementing logical actions, including:

        (i)   in response to receiving contextual interaction information from a client, providing the image to the client, the image being associated with information that indicates each available product for use with the image, wherein each product is available to display a

representation of the image;~~and~~

      (ii)   in response to a request to order the available product for the image, enabling the product to be provided;~~and~~

      (iii)   <u>if a current user is a repeat user, the repeat user having a previously assigned permanent identifier, adding behavior information for the current user to a previously stored profile associated with the repeat user and changing a temporary identifier for the current user to the permanent identifier assigned to the repeat user; and</u>

      (iv)   <u>if a current user is a new user, storing behavior information for the current user in a new profile associated with the current user and changing the temporary identifier to another permanent identifier assigned to the current user; and</u>

      (b)   the client for implementing logical actions, including:

      (i)   providing the contextual interaction information to the server;

      (ii)   in response to receiving the image, automatically employing the information associated with the image to generate a representation of each product that is available for the image;

      (iii)   automatically displaying the image and the representation of each product that is available far the image in a page; and

      (iv)   if the representation of an available product is selected in the displayed page, enabling the available product for the image to be ordered from the server.

wherein the server implements actions, further comprising

Period and

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69.   (Currently Amended) A method for enabling a <u>non-sound</u> product associated with a sound to be provided to a user, comprising:

    <u>(a) in response to receiving contextual interaction information, display a representation of the sound;</u>

    <u>(b) apply rules-based artificial intelligence to dynamically determine the non-sound products</u>